



BEATING WRITER'S BLOCK

[JUMPSTART THE WRITING PROCESS]

When you're working on a new piece, writer's block could strike at any moment and distract you from the task at hand. Here are some tips for jumpstarting your writing process at any time.

HAVING TROUBLE GETTING STARTED?

Writers can get stuck before they even start their journey because there are so many paths to choose from. Use these tips to simplify your approach and find your focus to take your first steps.

- ☐ **CHOOSE YOUR ANGLE** - What's your topic? Why do you want to write about it? What do you have to say? What do people need to hear? What question have you always wanted to ask about it? Keep asking questions to discover your angle.
- ☐ **TELL A STORY** - Sometimes, we write about past events. What are the main points that make it valuable for readers? What's the problem to be solved? Who's the hero or enemy? What's the solution or outcome you want to reveal?
- ☐ **IDENTIFY YOUR READER** - Who are you writing this for? Imagine writing "Dear marketing professional", "Dear frustrated homeowner", or even "Dear mom". You'll be surprised how focused your message suddenly becomes.

LOSING YOUR FOCUS OR DIRECTION?

Sometimes we lose our way in the middle of a writing project. If you're losing steam or can't remember where you were going with an idea, consider these ideas.

- ☐ **REVISIT YOUR OUTLINE** - If you prepared an outline, you might be able to remind yourself why you put information in a specific order - it can help you pick up the path again.
- ☐ **START FROM SCRATCH** - Some ideas sputter out. In many cases, you can cut the text you've written and restart it without losing too much time. A fresh start can often help you create a much clearer version of what you were trying to say.
- ☐ **HIGHLIGHT YOUR TRANSITIONS** - As you move from one part of your piece to the next, think about how the next part relates to the last one. Explain it. It can create connections and a path your reader can follow.

NEED TO CREATE YOUR TITLE OR HEADLINE?

Whether you finalize your title at the beginning or end of your writing process, these ideas can help you create something worthy of your piece and appealing to readers.

- ☐ **CONSIDER YOUR KEYWORDS** - Think of 1 or 2 popular terms you could apply to this piece. Don't try to jam too many terms into one piece or it will lose focus and effectiveness.
- ☐ **KEEP IT SIMPLE** - Don't get caught up being clever. Write a title that explains the subject of the piece as simply and as straightforward as possible. Then, find ways to spice it up.
- ☐ **USE A TITLE GENERATOR** - Portent's Content Idea Generator [<https://www.portent.com/tools/title-maker>] is one of many headline creators out there - it could help you pick the perfect one for your work.